

### *Abstract*

A system and method for establishing temporary electronic mail (e-mail) accounts is configured to operate with classified newspaper advertising. One of the aspects of the present invention is a file handling method that automates the process of establishing the e-mail accounts through interaction with a publisher's system for taking orders for classified advertisements. Typical newspaper classified advertising comprises two or three lines of text which provide only basic information about an item for sale. With the present invention, advertisers would be offered the option of creating a special e-mail account with a duration tied to the run of the advertisement. The e-mail accounts would be used to receive inquiries about the item for sale. The e-mail account could be also be configured to auto-respond to each incoming message with additional descriptive information about the item being offered for sale. Responders could learn more about the item, and thereby avoid the necessity of calling the seller. Sellers, in turn, can avoid the problem of repeated phone calls to request additional information, and may also remain anonymous while responding to multiple inquiries.

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